

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/09-09/16	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	SU	1	2	2	\$200.00
2	09/04-09/17	10P-11P	CHANNEL 11 NEWS ON FOX53@10	:30	\$900.00	TU-F,M	3	2	6	\$5,400.00
*3	09/08-09/15	10P-1030P	CHANNEL 11 NEWS ON FOX53@10 Station Remark: V2 1X NA DT COLLEGE FOOTBALL. MOVE TO M-F, SU OR TO NEWS ON WPMY/SAT. THX	:30	\$900.00	SA	1	2	2	\$1,800.00
4	09/09-09/16	10P-11P	CHANNEL 11 NEWS ON FOX53@10	:30	\$900.00	SU	1	2	2	\$1,800.00
5	09/04-09/17	730P-8P	TWO & A HALF MEN	:30	\$1,000.00	TU-F,M	1	2	2	\$2,000.00
6	09/10-09/17	8P-9P	BONES	:30	\$3,000.00	M	1	2	2	\$6,000.00
7	09/09-09/09	12A-1230A	BIG BANG	:30	\$150.00	SU	1	1	1	\$150.00
8	09/04-09/10	11P-1130P	SEINFELD	:30	\$300.00	TU-F,M	1	1	1	\$300.00
*9	09/11-09/17	630P-7P	2.5 MEN Station Remark: V2 PLS CHG RATE TO \$600 PER CONVO W/ RICH	:30	\$500.00	TU-F,M	1	1	1	\$500.00

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product SEIU

Estimate# 1438

Buyer Dan Nagelberg

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007

Agency C/P1/P2/E 112/119/1438

Flight Dates 09/04/2012 - 09/17/2012

Hiatus Weeks

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---REPORT TOTALS---

Report Totals: 19 / \$18,150.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$18,150.00

Sales Totals: 19 / \$18,150.00

Station Totals: 19 / \$18,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$181,500	CABL	0%	KDKA	34%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	21%	WTAE	33%				

---COMPETITIVE COMMENTS---

*SHARE ESTIMATED

Books null

Demos RA35+